

ED 030 056

AC 004 727

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Supplement to Bibliography on the Diffusion of Innovations. Diffusion of Innovations Research Report, 6a.

Michigan State Univ., East Lansing. Dept. of Communication.

Pub Date Sep 68

Note -41p.

EDRS Price MF-\$0.25 HC-\$2.15

Descriptors-Agricultural Education, Anthropology, *Bibliographies, Communication (Thought Transfer), *Diffusion, Economics, Engineering, Extension Education, *Innovation, Journalism, Marketing, Psychology, Public Education, *Research, Sociology

Supplementing an earlier work, this bibliography lists all new publications on diffusion of innovations (75 new nonempirical and 184 coded empirical studies) added to the Diffusion Documents Center, Michigan State University, from July 1967 to September 1968. Psychology, anthropology, agricultural economics, general economics, communication, extension education, public education, journalism, market research, industrial engineering, medical sociology, and rural sociology are among the research traditions represented in these entries. Also included are statistics, arranged by discipline, covering empirical diffusion research publications in both the present and the earlier bibliography. (ly)

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SUPPLEMENT TO
BIBLIOGRAPHY ON THE DIFFUSION
OF INNOVATIONS

by

Everett M. Rogers

Diffusion of Innovations Research Report No. 6a

Department of Communication
Michigan State University
East Lansing, Michigan
September, 1968

INTRODUCTION

The following pages contain a supplement to the Bibliography on the Diffusion of Innovations by Everett M. Rogers, Diffusion of Innovations Research Report No. 6, July, 1967. The present bibliography contains a listing of all the new publications added to the Diffusion Documents Center from July, 1967 to September, 1968. A total of 75 new non-empirical studies and 184 coded empirical studies are included.

Following are the number of empirical diffusion research publications for each of the research traditions, that are included in the present bibliographic supplement, plus the empirical publications in the 1967 bibliography.

	<u>Frequency</u>	<u>Percentage</u>
A - Anthropology	71	6.31
AE - Agricultural Economics	39	3.46
C - Communication	98	8.70
E - Education	76	6.75
ES - Early Sociology	9	0.80
EX - Extension Education	95	8.44
G - Geography	9	0.80
GE - General Economics	15	1.33
GS - General Sociology	71	6.31
I - Industrial Engineering	7	0.62
J - Journalism	10	0.89
MR - Marketing, Market Research and Consumer Behavior	70	6.22
MS - Medical Sociology	83	7.37
P - Psychology	20	1.78
PA - Public Administration	4	0.35

	<u>Frequency</u>	<u>Percent</u>
RS - Rural Sociology	410	36.41
S - Statistics	5	0.44
SP - Speech	1	0.09
U - Unclassifiable	29	2.58
O - Others	4	0.35
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Totals	1126	100.00

EMPIRICAL

EMPIRICAL RESEARCH PUBLICATIONS

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